

SUCCESS STORY

CARLSBERG CROATIA



CARLSBERG CROATIA INVESTS IN ORWAK BALER TO ACCELERATE CIRCULAR PACKAGING MANAGEMENT

As one of the world's leading brewing groups, Carlsberg continues to live up to its global reputation and its iconic promise - "Probably the best beer in the world" - by actively driving sustainability and green transition across its operations.

IN FEBRUARY 2026, CARLSBERG CROATIA IMPLEMENTED THE HIGH-PERFORMANCE ORWAK MULTI-CHAMBER BALER 5070-HDC, ENGINEERED FOR HIGH-DENSITY COMPACTION OF ALUMINUM CANS AND PET BOTTLES FROM THE DEPOSIT-RETURN SYSTEM.

Carlsberg has a global presence with divisions in many countries and Carlsberg Croatia is a successful business built on quality brands, motivated people and close connection to customers and consumers.

Strong focus on sustainability

Since 2009, Carlsberg Croatia has been the only company within the Croatian beer industry with an ISO certificated Integrated Management System combining ISO 9001 Quality Management System, ISO 14001 Environmental Management System, ISO 22000 Food Safety Management System and the OHSAS System.

The MULTI 5070-HDC baler is now installed at Carlsberg Croatia production & logistics site and delivers outstanding compaction force, operational reliability, and optimized material logistics.



The multi-chamber design enables efficient material separation at source, improved internal handling, and maximized bale density – directly reducing transport frequency and carbon footprint.



Delivers environmental performance

Interzero, zero waste consultant and Orwak representative in Croatia, acted not only as the equipment supplier but as a full-scope problem solver.

Beyond installation and commissioning, Interzero ensures the structured collection, recycling, and reintegration of baled aluminum and plastic packaging into the circular economy. This integrated model guarantees traceability, material recovery, and measurable ESG impact.

By investing in advanced compaction technology and structured recycling flows, Carlsberg Croatia strengthens its contribution to circular economy principles, resource efficiency, and responsible packaging management.

This project represents a clear alignment between a global brewing leader, a premium equipment manufacturer, and a zero-waste service partner – delivering operational efficiency, environmental performance, and long-term sustainability value.

Operational Impact

- + High-density compaction of aluminum cans and PET bottles
- + Reduced costs for storage and handling
- + Lower transport frequency and CO₂ emissions
- + Structured recycling and material recovery through Interzero
- + Strong contribution to ESG reporting and green transition objectives